

Board of Director's Meeting

January 11, 2012

NOHO BID Office, 5026 Lankershim

[illegible]

I. Call To Order

B. Akhavan called the meeting to order at 11:07 a.m.

II. Public Comment

No Comment

III. CRA Report (R. Kirschenbaum)

No CRA report

IV. LAPD Report

No LAPD report.

V. City Council Report

No city council report.

VI. Approval of Minutes

MOTION: To approve 6.15.11 minutes

Moved by: G. McCreary

Seconded by: D. Pardinas

PASSED: Yes

IV. Financial Report (D. Pardinas)

D. Pardinas explains financials. December under \$8,500 because of delinquent payments. Will eventually get if property sells. Communications under \$10,000, office under almost \$4000, maintenance over \$3000 due to labor and supplies total public safety under \$7000 due to labor and uniforms. Total cra under \$9000. Net income \$19,900 better than thought. Idea to trim trees with left over money, about \$6000. Make decision next meeting.

MOTION: To approve financial report for 12/11 and 11/11

Moved by: L. Fulton

Seconded by: G. McCreary

PASSED: Yes

V. Operations Report (A. Aulenta)

A. Aulenta explains getting cameras for office facing street to catch crime. Use as selling tool to other businesses. Table issue till next meeting.

A. Aulenta explains three board members have termed out as of December and need to be reappointed.

MOTION: To reappoint board members

Moved by: D. Pardinas

Seconded by: B. Akhavan

PASSED: Yes

VI. Chairman's Report (B. Akhavan)

No chairmans report.

VII. Marketing Meeting Report (K. Gibson)

S. Gibson explains continuing relations with cella gallery for metro and noho card. Proposal for \$40,000 for all of noho marketing. Nancy explains expansion of noho card with la inc. brochure will be in hotels paid for by them.

MOTION: To contract with Cella Gallery for marketing and NoHo Communications Group for NoHo Card.

Moved by: L. Fulton

Seconded by: D. Pardinias

PASSED: Yes

Shannon explains festival, extremely successful. Look at pdf. Looking at moving next year to early last two weeks of sept or 1st week of October. Looking at new and old sponsors.

MOTION: To sponsor NoHo experience up to \$10,000 with no added cleaning charges for use of Clean Team.

Moved by: L. Fulton

Seconded by: D. Pardinias

PASSED: Yes

VIII. New/Old Business

Linda introduces purple monkey owner, was royal gardens. Reality show shooting about opening a restaurant in noho, on bravo or oxygen. Family oriented, tropical motif, burgers, Americana food. Full liquor liscense. Grand opening, red carpet.

IX. Adjourn

B. Akhavan adjourned the meeting at 12:12 p.m.

Board of Director's Meeting

February 8, 2012

NOHO BID Office, 5026 Lankershim

[illegible]

I. Call To Order

B. Akhavan called the meeting to order at 11:05 a.m.

II. Public Comment

No Comment

III. Indie Music Summit Presentation

Aug 1-5. Activities at federal, art institute, amp. Spotlight on noho and music, art, acting, dance, and comedy. Wed-sat seminars and workshops during day top professionals help build and grow talent. Evening performances possibly use citywalk. Final performance on Sunday at center staging in Burbank. Want to involve any and all area businesses and bring business to noho. Want to be national annual event. Privately funded, modest production. Venues donating spaces, looking for theaters when dark for example. Looking for sponsors to build out promotion and production. Advertising will be on online, social networking, posters throughout Hollywood. Advertising in music magazines. Organizations such as grammy's getting it out to their members. Local business can advertise in program and or give discounts to attendees.

IV. Video Camera Presentation (F. Robles)

Recommends Costco version, have updated cameras to higher resolutions. Can be motion sensitive and or continual running. Can save to computer or thumb drive. Cameras are wired, wireless not recommended because signal degrades after 400 ft. can set-up separate cameras to one brain if all locations have internet connections. Can hook up 60 cameras through browser on computer can open up all cameras on one computer. Sm system 1tb lg system 4tb=2 months. Cameras recommended can see up to a quarter mile with manual zoom. Can see to corner from BID. 65degree to 109 degree field of view larger field of view smaller image. 500 or 600 ft is best length to see image. Possible to set up one recorder for multiple locations but price is expensive.

MOTION: To approve 6.15.11 minutes

Moved by: A. Siegel

Seconded by: K. Bailey

PASSED: Yes

V. CRA Report (R. Kirschenbaum)

No CRA report

VI. LAPD Report

No LAPD report.

VII. City Council Report

No city council report.

VIII. Approval of Minutes

MOTION: To approve 1.11.11 minutes

Moved by: G. McCreary

Seconded by: D. Pardinas

PASSED: Yes

IV. Financial Report (D. Pardinas)

D. Pardinas explains financials. office under budget, maintenance on target, safety over cause labor and place holder, cra under, income is under because city is late in payment, admin under cause of city fee, communications under due to cella payments due to timing. Overall looks bad but will clear up due to payment that we received. Unpaid assessments are on a cash basis not accrual so it does not show up.

MOTION: To approve financial report for 1/11/12

Moved by: E. Levy

Seconded by: A. Siegel

PASSED: Yes

V. Operations Report (A. Aulenta)

A. Aulenta talks about tree trimming. Palm trees all sizes. Two quotes \$9200 using in fig. other quote \$8600 used in other bids. Both sides of street lankershim and magnolia. Bid would like to recommend cheaper bid more experienced. Using cra maintenance money from last year. A aulenta will watch closely. Permits taken care of through BID.

MOTION: To use cheaper more experienced tree trimmer

Moved by: D. Pardinas

Seconded by: A. Siegel

PASSED: Yes

VI. Chairman's Report (B. Akhavan)

B. Akhavan talked about redistricting and that our councilman would be Krikorian.

VII. Marketing Meeting Report (K. Gibson)

K. Alexander explains metro account. Federal featured in brochure. Expo line will be opening in October orange line will be opening 6 weeks later. Meeting with BIDs in Hollywood and universal to market all areas. Meeting with leamle next week.

VIII. New/Old Business

No new business

IX. Adjourn

B. Akhavan adjourned the meeting at 12:07 p.m.

Board of Director's Meeting

March 14, 2012

NOHO BID Office, 5026 Lankershim

[illegible]

I. Call To Order

B. Akhavan called the meeting to order at 11:11 a.m.

II. Public Comment

No Comment

III. Brown Act Presentation ()

S. Gibson explains the presentation. M. Pastor explains the Brown Act and that there was many questions from BIDs . Agenda must be posted within boundaries 72 hrs in advanced. Can have agenda excused to closed meeting due to RFP, salaries, vendors, etc. In order to teleconference site must be ADA compliant and has to be noticed on agenda. Serial Meetings illegal, 3 members meeting, than call 4th member to talk BID business.

IV. CRA Report (R. Kirschenbaum)

No CRA report

V. LAPD Report

J. Catalano explains crime rates in district. Down 20% in violent crime and 8% in property crime for year. Crime slightly up this month from Magnolia to Burbank due to Red Line and some apartments. Street level MTA drug issues slowing down, but spreading to outer streets. Sheriffs being more proactive. Car break ins more prevalent, altercations due to bars. Most effort going in Lankershim Corridor as most crimes occur there.

VI. City Council Report

No city council report.

VII. Approval of Minutes

MOTION: To approve 2.8.12 minutes

Moved by: K. Bailey

Seconded by: D. Pardinas

PASSED: Yes

IV. Financial Report (D. Pardinas)

D. Pardinas explains financials. Slightly over budget due to timing and marketing. One time payment to N. Bianconi. Total maintenance under budget, safety under due to under manned in labor. Tree trimming will be taken out of last years budget. YTD over budget, but due to trimming.

MOTION: To approve financial report for 2/8/12

Moved by: L. Fulton

Seconded by: K. Bailey

PASSED: Yes

V. Operations Report (A. Aulenta)

A. Aulenta explains tree trimming, just finished last month. Helped with seeing signs. Just finished gum removal with grant from Lani. Safety captain out, broke ankle, will be out for a couple months. Promoted temporary captain Vicki Sanchez.

VI. Chairman's Report (B. Akhavan)

No report.

VII. Marketing Meeting Report (K. Gibson)

K. Alexander explains metro account. Cathy's boutique featured business. Compiling business that are on noho card and destination discount, for app created by metro. App to be running by October. K. Alexander explains NoHo Experience. A lot of sponsors back on board, monster and leamle doing film festival during noho experience. Leamle on board with noho card and destination discount.

VIII. New/Old Business

Chamber mixer at Top Floor next week.

K. Bailey talks about people in dumpsters making a mess. Calling cleaning and safe which responding immediately to clean up, but wants them locked.

D. Pardinas explains CRA still in building until April 27th.

IX. Adjourn

S. Gibson adjourned the meeting at 12:15 p.m.

Board of Director's Meeting

April 11, 2012

NOHO BID Office, 5026 Lankershim

[illegible]

I. Call To Order

B. Akhavan called the meeting to order at 11:09 a.m.

II. Public Comment

No Comment

III. CRA Report (R. Kirschenbaum)

No CRA report

IV. LAPD Report

No LAPD report

V. City Council Report

Alice explains redistricting, which will be taking effect July 1st, and BID area will be in new council district.

VI. Approval of Minutes

MOTION: To approve 3.14.12 minutes

Moved by: K. Bailey

Seconded by: L. Fulton

PASSED: Yes

IV. Financial Report (S. Gibson)

S. Gibson explains financials. Slightly under year to date for income, because of timing. Grant income \$2900 from LANI to do steam cleaning. Expenses under due to legal fees. Office expenses over by \$1100, due to cameras which were not in original budget. Maintenance under by \$1200 for year. Over on pressure washing, but evens out with LANI grant. Safety expense labor under. Total management over because of pressure washing. Net income under because drawing down on reserves.

MOTION: To approve financial report for 3/14/12

Moved by: A. Siegel

Seconded by: K. Bailey

PASSED: Yes

V. Executive Report (S. Gibson)

Spring of next year will start the renewal process because it takes longer to get through the clerk office.

VI. Operations Report (A. Aulenta)

A. Aulenta explains finished gum removal, doing pressure washing. Ambassadors took care of dumpster issues. Cameras on their way and will be used as marketing tool. A. Aulenta explains awards from chamber.

VII. Chairman's Report (B. Akhavan)

B. Akhavan discusses new business, pie shop busy and skate shop welcoming and respectful.

Parking is issue, wants to talk about valet again or working with parking lots such as academy parking.

B. Akhavan wants to take June off instead of August.

VIII. Marketing Meeting Report (S. Currie-Holmes)

S. Currie-Holmes explains new press release. A lot going on with so many new businesses, 3 spot lighted, more will be spot lighted in next press release. Cella has compiled business list of current businesses in metro campaign but adding all others. 10 new businesses opened in district since January. Metro relaunching destination discounts, 16 businesses on board but 22 other businesses interested, but need to be pushed for information. First 16 will be up and running and then next 22 will be up later. Television Academy is on board for promoting the district.

B. Akahavan wants to have marketing meetings.

N. Bianconi explains updates on NoHo Card and discover the arts LA connection. Noho card offered discounts with link to noho card page. LA Inc is getting noho card and theater and arts directory at their two tourist centers in downtown. Al wants to distribute 2500 cards to students.

Hosting the international travel writers tour in NoHo, and will update board next month.

IX. New/Old Business

X. Adjourn

S. Gibson adjourned the meeting at 12:22 p.m.

Board of Director's Meeting

May 9, 2012

NOHO BID Office, 5026 Lankershim

[illegible]

I. Call To Order

B. Akhavan called the meeting to order at 11:05 a.m.

II. Public Comment

No Comment

III. CRA Report (R. Kirschenbaum)

No CRA report

IV. LAPD Report

J. Catalano explains crime map. Slight increase in crimes clustered around Chandler Lankershim, metro. Working with Sheriffs, BID and AI to get arrests. Numbers do go up due to summer, more people around which is expected. Guy with black hoodie at night stealing bikes, another guy with gun doing robberies, same description. Getting composite sketch and will have him soon.

V. City Council Report

A. Roth explains pancake breakfast at fire house. Last meeting she will attend because of redistricting.

VI. Approval of Minutes

MOTION: To approve 4.11.12 minutes

Moved by: A. Siegel

Seconded by: L. Fulton

PASSED: Yes

IV. Financial Report (D. Pardinias)

D. Pardinias explains financials. We are over budget on income due to grant income and assessments. Under budget in communications. Over in office, maintenance, and safety.

MOTION: To approve financial report for 4/9/12

Moved by: A. Siegel

Seconded by: L. Fulton

PASSED: Yes

A. Aulenta explains delinquent assessment sheets and that the BID is owed about \$23,000. LAUSD will not pay their delinquent due to their policies. AMP on payment schedule and A. Aulenta will look into JSM.

A. Aulenta explains assessment increase for next year. Rate increase is tied to CPI which is 2.2%. There were increases in first term of BID but none in second term. He also explains BID renewal and timeline.

V. Operations Report (A. Aulenta)

S. Terzian explains Chrysalis and cleaning schedules. Clean team is taking care of weeds on Magnolia. She also explained pressure washing schedule and possible places to cut cost.

A. Palacio explains that ambassadors are attending LAPD crime control meetings, very positive feed back from LAPD.

VI. Chairman's Report (B. Akhavan)

B. Akhavan wants to take June off instead of August.

VII. Marketing Meeting Report (S. Currie-Holmes)

K. Gibson read email from N. Bianconi and Cella about marketing. Also explained new postcard and possible community meeting.

VIII. New/Old Business

IX. Adjourn

B. adjourned the meeting at 12:30 p.m.

Board of Director's Meeting

July 11, 2012

NOHO BID Office, 5026 Lankershim

[illegible]

I. Call To Order

B. Akhavan called the meeting to order at 11:05 a.m.

II. Public Comment

No Comment

III. CRA Report (R. Kirschenbaum)

No CRA report

IV. LAPD Report

J. Catalano explains crime map. Slight increase in crimes clustered around Chandler Lankershim, metro. Working with Sheriffs, BID and AI to get arrests. Numbers do go up due to summer, more people around which is expected. Guy with black hoodie at night stealing bikes, another guy with gun doing robberies, same description. Getting composite sketch and will have him soon.

V. City Council Report

A. Roth explains pancake breakfast at fire house. Last meeting she will attend because of redistricting.

VI. Approval of Minutes

MOTION: To approve 4.11.12 minutes

Moved by: A. Siegel

Seconded by: L. Fulton

PASSED: Yes

IV. Financial Report (D. Pardinias)

D. Pardinias explains financials. We are over budget on income due to grant income and assessments. Under budget in communications. Over in office, maintenance, and safety.

MOTION: To approve financial report for 4/9/12

Moved by: A. Siegel

Seconded by: L. Fulton

PASSED: Yes

A. Aulenta explains delinquent assessment sheets and that the BID is owed about \$23,000. LAUSD will not pay their delinquent due to their policies. AMP on payment schedule and A. Aulenta will look into JSM.

A. Aulenta explains assessment increase for next year. Rate increase is tied to CPI which is 2.2%. There were increases in first term of BID but none in second term. He also explains BID renewal and timeline.

V. Operations Report (A. Aulenta)

S. Terzian explains Chrysalis and cleaning schedules. Clean team is taking care of weeds on Magnolia. She also explained pressure washing schedule and possible places to cut cost.

A. Palacio explains that ambassadors are attending LAPD crime control meetings, very positive feed back from LAPD.

VI. Chairman's Report (B. Akhavan)

B. Akhavan wants to take June off instead of August.

VII. Marketing Meeting Report (S. Currie-Holmes)

K. Gibson read email from N. Bianconi and Cella about marketing. Also explained new postcard and possible community meeting.

VIII. New/Old Business

IX. Adjourn

B. adjourned the meeting at 12:30 p.m.

Board of Director's Meeting

August 8, 2012

NOHO BID Office, 5026 Lankershim

[illegible]

I. Call To Order

B. Akhavan called the meeting to order at 11:03 a.m.

II. Public Comment

No Comment

III. LAPD Report

J. Catalano explains crime map. Year to date until July look very good. Double digit decrease for violent crimes. Most of BID crimes on Lankershim between Chandler and Magnolia. Most crimes are bike thefts and stealing from cars. Crime mostly between 12pm and 12am. Catalano talking to LAPD about changing undercover detectives to uniformed officers to deter opportunity crimes. Gang problem outside of BID area, but only a couple blocks and LAPD is concerned it may leak into NoHo. Foot patrol may help with hotspots

IV. City Council Report

No city council report.

V. Approval of Minutes

MOTION: To approve May, June and July minutes

Moved by: K. Bailey

Seconded by: D. Pardinias

PASSED: Yes

IV. Financial Report (D. Pardinias)

D. Pardinias explains financials for July and then looked at June and May. Budget slightly over due to timing. Expected MTA check for \$100,000.00 coming immediately and will cover budget. Under in communication, under in maintenance, over in labor and CRA maintenance due to tree trimming. Total expenses over by \$32.

MOTION: To approve financial reports for May, June and July

Moved by: K. Bailey

Seconded by: A. Siegel

PASSED: Yes

S. Gibson explains financial audit. Board to review and approve at next meeting.

V. Operations Report (A. Aulenta)

S. Gibson explains budget talks that will begin in October and that the renewal will begin in February 2013. D. Pardinias explained that Shnyder will not be able to vote yes to BID renewal, because of lender negotiations for loan.

A. Aulenta explains camera system and flyer that will go out to businesses to promote BID cameras. Also explains adopt a tree program.

A. Palacios asked board to allow staff to change security hours due to LAPD report.

V. Chairman's Report (B. Akhavan)

Discusses Tom Labonge event, and budget for plaques. L. Fulton to talk to E. Levy about food. Budget not to exceed \$600.

MOTION: To approve budget for event.

Moved by: D. Pardinias

Seconded by: K. Bailey

PASSED: Yes

VI. Marketing Meeting Report (S. Currie-Holmes)

Destination discounts humming along. New metro promotion, more trains more often, and late night trains, which helps NoHo's late night businesses. Staff to work with Cella on surveying businesses to see how promotions helping district.

N. Bianconi explains noho card and how well its working with Pitfire and The Federal. Eclectic even on board with card and has thanked N. Bianconi. Theater meeting on 23rd, will talk about noho card and how its working for theaters.

N. Bianconi and S. Currie-Holmes talk about cancelling Experience NoHo Festival. Funding is not available through public or private. They explained the divided districts, Krikorian/LaBonge and how it affects the festival. Postponed indefinitely until funding changes. Budget last year was \$55,000. No large corporations in NoHo to support neighborhood. Small businesses not willing nor has the funding to support event. Al difficult, did come in in end, but have had budget issues and therefore not as supportive as last year.

Girls would like to continue with marketing and keep the \$10,000 the BID gave for the festival and put it toward the district marketing. Board to look at proposal for marketing for stay cation and cultural tourism.

MOTION: To approve moving budget of \$10,000 from NoHo Experience to tourism marketing.

Moved by: K. Bailey

Seconded by: D. Pardinias

PASSED: Yes

VII. New/Old Business

Phils in escrow and will be quick sale, back to true diner food.

Train depot had minor repairs. More to come.

VIII. Adjourn

B. adjourned the meeting at 12:30 p.m.

Board of Director's Meeting

November 14th, 2012

NOHO BID Office, 5026 Lankershim

[illegible]

I. Call To Order

B. Akhavan called the meeting to order at 11:03 a.m.

II. Public Comment

Lit Crawl presentation- proposal to bring crawl to NoHo. Started in SF, expanded to NY/Brooklyn and Seattle. Looking to do one in Iowa and NoHo. Lit crawl is 6 hour event where people walk from place to place to see literary events, readings etc. Affiliated with national organization for publicity and recognition to bring more people in.

LA county bike coalition-wants to be of assistance to NoHo. Will answer any questions and if need anything such as bike racks. Bike ride in December for people that may not ride bikes. City thinking about adding bike lanes to Lankershim.

III. LAPD Report

J. Catalano explains monthly crime map. Most crime around AI. Violent crime down and property crime up. Year to date crime down, but will probably be in red by next week due to personal thefts, bikes, phones, purse etc, but better than violent crimes. 24 hr fitness is having problems with homeless getting memberships in order to have shower and things. LAPD working with 24 hr fitness to reduce this. J. Catalano nominated senior lead officer of the year.

IV. City Council Report

No city council report.

V. Approval of Minutes

MOTION: To approve August minutes

Moved by: K. Bailey

Seconded by: D. Pardinias

PASSED: Yes

IV. Financial Report (D. Pardinias)

D. Pardinias explains financials for October. Budget slightly over due to timing. Under in communication, under in maintenance, due to labor and over in CRA maintenance due to tree trimming.

MOTION: To approve financial reports for October

Moved by: L. Fulton

Seconded by: K. Bailey

PASSED: Yes

S. Gibson explains draft budget for next year.

V. Operations Report (A. Aulenta)

A. Aulenta explains grants staff is applying.

V. Chairman's Report (B. Akhavan)

Discussed adding Erin Cordray as new board member.

MOTION: To approve adding Erin Cordray as board member.

Moved by: L. Fulton

Seconded by: K. Bailey

PASSED: Yes

VI. Marketing Meeting Report (K. Gibson)

M. Alexander explains marketing video. 1st edit is done and will be emailed to board this afternoon. Email comments to M. Alexander for final round edits.

K. Gibson explains nohoartsdistrict.com licensing of neighborhood logo.

MOTION: To approve licensing agreement

Moved by: L. Fulton

Seconded by: D. Pardinias

PASSED: Yes

VII. New/Old Business

VIII. Adjourn

B. adjourned the meeting at 12:36 p.m.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

December 12, 2012

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel	X	
Thomas Dujovne		X
Dawn Pardinas, JH Snyder	X	
Linda Fulton		X
Kevin Bailey	X	
Scott McCarter		X
Ed Levy		X
Erin Cordray		X
<i>EX-OFFICIO DIRECTORS</i>		
McKenzie Alexander	X	
Shannon Currie-Holmes	X	
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative		X
Rick Stoff, Chrysalis (Sabrina)	X	
John Catalano, LAPD	X	
<i>STAFF MEMBERS</i>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
<i>GUESTS</i>		
Nancy Bianconi	X	
Molly Larsen, Chrysalis		X
Rick Stoff, Chrysalis	X	

I. Call To Order

B. Akhavan called the meeting to order at 10:18 a.m.

II. Public Comment

No public comment.

III. LAPD Report

J. Catalano explains monthly crime down 1% in violent crime up 2% in property crime. 17% reduction in crime for arts area, but 20% up in property crimes. Majority of crime between Weddington and Chandler, most of them cars being broken into. Mostly occur after 6pm and after 12am. Crimes being committed by young adults, some being let out of jail, narcotics. Working with AI on Lock it, Hide it, Keep it campaign. Walking neighborhood businesses to talk about campaign. Will have meeting in January to push farther.

IV. City Council Report

No city council report.

V. Approval of Minutes

MOTION: To approve November minutes

Moved by: K. Bailey

Seconded by: D. Pardinias

PASSED: Yes

IV. Financial Report (D. Pardinias)

D. Pardinias explains financials for November. Budget slightly under budget. Under in communication, under in maintenance, due to labor and over in CRA maintenance due to tree trimming. Total expenses under budget. B of A CD came due and money was moved to Wells Fargo Money Marketing account.

MOTION: To approve financial reports for November

Moved by: K. Bailey

Seconded by: A. Seigel

PASSED: Yes

S. Gibson explains draft budget for next year. Reconfirming budget from workshop.

MOTION: To approve 2013 Budget

Moved by: D. Pardinias

Seconded by: K. Bailey

PASSED: Yes

V. Operations Report (A. Aulenta)

A. Aulenta explains holiday party December 13, and holiday bonuses.

MOTION: To approve Holiday Bonuses for clean and safe team

Moved by: K. Bailey

Seconded by: A. Seigel
PASSED: Yes

V. Chairman's Report (B. Akhavan)

Discussed board elections.

MOTION: To approve renewing board members.

Moved by: K. Bailey

Seconded by: D. Pardinias

PASSED: Yes

MOTION: To approve officer slate.

Moved by: K. Bailey

Seconded by: A. Seigel

PASSED: Yes

VI. Marketing Meeting Report (K. Gibson)

S. Currie-Holmes explained the marketing video, edited some issues and is ready for comments. Want to distribute 1st of year. Sending out 1200 eblasts to international, national and regional travel media, with follow up. Meeting schelduled with LA Tourist board in april to be included in their eblast.

K. Gibson explains new marketing budget and needed marketing meeting set for January 9th 10am.

VII. New/Old Business

VIII. Adjourn

B. adjourned the meeting at 12:36 p.m.